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(19) (CA) APPLICATION FOR CANADIAN PATENT (12)

(54) Dispensing Container

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(57) 7 Claims

Notice: The specification contained herein as filed

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ABSTRACT

A dispensing container for packaging a product  
for presentation upon a retail shelf comprising of a  
bottom sheet, a thermoformed concave tray attached to  
the bottom sheet and defining therebetween a space, the  
thermoformed concave tray defining an opening, a lid  
covering the opening, a flexible adhesive substrate  
attached to the lid and the concave tray for hinging the  
lid to the concave tray; and printed indicia on the  
adhesive substrate hinge.

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## DISPENSING CONTAINER

This invention relates generally to the art of dispensing and more particularly to package assembly for dispensing towellettes.

5       A variety of dispensing containers have been developed and utilized for displaying, containing and dispensing a variety of towel-type products. One such device is described in U.S. Patent No. 3,819,043 wherein  
10      folded tissues or towellettes are dispensed from a tray having a removable cover and with the cover provided with an opening and a flexible flap such that the flap is flexed and deformed to expose the opening but which upon relieving of that deformity responds to cover the  
15      opening. The flexible flap may be integral with the removal lid or adhered thereto by tape.

U.S. Patent No. 1,777,408 discloses a display device which simulates a container opening and appears  
20      to display an opened container. Two members are attached to one another by a support member which maintains the configuration of the two members so as to maintain the appearance of an opened container.

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It is thus an object of this invention to provide a novel dispensing container which contains towlettes and which has a covering thereon so that towlettes may be dispensed upon opening of the covering.

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It is a further object of this invention to provide a novel dispensing container having a novel relationship between the cover and an opening for the dispensing of a product from within the container.

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More particularly, the invention resides in a package for presentation of a product upon a retail shelf comprising a container having an opening therein; a lid covering said opening; and a flexible adhesive substrate attached to said lid and said container for hinging said lid to said container.

The invention also resides in a package for presentation of a product upon a retail shelf comprising a bottom sheet; a thermoformed concave tray attached to said bottom sheet and defining therebetween a space adapted for placement of said product within said space; an opening in said concave tray and a lid covering said opening; and a flexible adhesive substrate attached to said lid and said concave tray for hinging said lid to said concave tray and printed indicia on said adhesive substrate.

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The invention further resides in a dispensing container for premoistened towlettes comprising a bottom sheet; a thermoformed concave tray attached to said bottom sheet and defining therebetween a space adapted for placement of said premoistened towlettes within said space; an opening in concave tray and a lid

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covering said opening; a flexible adhesive substrate attached to said lid and said concave tray for hinging said lid to said tray; and printed indicia on said adhesive substrate.

5       Figure 1 of the drawings is a perspective view  
of the dispensing container in accordance with this  
invention.

10      Figure 2 of the drawings is a perspective  
assembly view of the dispensing container according to  
this invention.

In accordance with this invention it has been  
found that a dispensing container may be provided when a  
15     novel relationship may exist between a thermoformed tray  
and a semirigid lid wherein the two parts are adhered  
together by a flexible substrate having printing thereon  
whereby the flexible substrate not only acts as a hinge  
adhering the two parts together but has printed indicia  
20     thereon to identify and label the product being  
dispensed. Various other advantages and features will  
become apparent from a reading of the following  
description given with reference to the drawings. It is  
25     understood, however, that it is within the scope of this  
invention to include any container having an opening  
therein to be covered with a lid which is hinged thereto  
by an adhesive substrate which bears indicia to convey  
useful information regarding the product contained  
30     therein.

Figure 1 illustrates the dispensing container 1  
in accordance with this invention comprising a  
thermoformed concave tray 3 having an opening 5 therein.  
The opening 5 is covered by a lid 7 which interlocks by

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its own contour 9 with the contour 11 of the tray 3 and is provided for dispensing products such as folded and moistened towlettes therefrom.

The lid preferably is a thermoformed  
5 semiflexible lid and is provided with a finger grip 13 to aid in the opening and closing thereof. A flexible adhesive substrate 21 is adhered to the lid 7 and to the tray 3 at 23 and provides for a hinging action between the lid 7 and tray 3. The adhesive substrate 21 also  
10 provides a surface for the location thereon of printed indicia represented at 25 for the identification of the product contained within the tray 3.

15 The materials of construction are those materials which are well known for thermoforming such as polymers of ethylene and propylene as well as polyvinylchloride. The flexible adhesive substrate 21 is preferably formed of a polypropylene film having a  
20 rubber-based emulsion adhesive thereon for easy attachment to the thermoformed tray 3.

Figure 2 illustrates an assembly view of the container 1 of Figure 1. As illustrated, a bottom sheet 31 is provided to support a product such as, for example, towlettes 33.

Thermoformed concave tray 3 is attached to the bottom sheet 31 and, by the concavity therein, defines a space for containment of the product 33. Thermoformed concave tray 3 defined the opening 5 which for shipment purposes is covered with an adhesive foil 35 which is thus located between the concave tray 3 and the thermoformed lid 7. The adhesive foil 35 has adhesive located around its perimeter only so as to attach to the

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tray 3 without adhering to any towlettes which may contact the bottom thereof. The adhesive substrate 21 having indicia 25 thereon adheres to the thermoformed semirigid lid 7 and the thermoformed concave tray 3 to form a hinge therebetween with the indicia 25 thereon identifying the product contained therein. A bottom label 41 for attachment to the bottom sheet 31 may be additionally provided.

It is thus seen that the product may be easily dispensed from opening 5 by simply lifting lid 7 at the finger hold 13 thereof and removal of product 33 through opening 5 in seriatim fashion. Upon removal of product through opening 5, the lid 7 may be snapped back over the opening 5 due to the interlocking between mating surfaces 9 and 11. Such movement is brought about through the hinge-like action of substrate 21 which maintains the lid 7 and tray 3 in a desired relationship to each other.

It is thus seen that the invention provides a novel dispensing container which provides a novel relationship between the connection of a cover or lid and the body of a container. Other advantages and features will become apparent from a reading of the foregoing specification which is exemplary in nature, such variations are within the spirit and scope of this invention as defined by the following appended claims.

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THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. A package for presentation of a product upon a retail shelf comprising:

a container having an opening therein;  
a lid covering said opening; and

5 a flexible adhesive substrate attached to said lid and said container for hinging said lid to said container.

2. A package for presentation of a product  
10 upon a retail shelf comprising:

a bottom sheet;

a thermoformed concave tray attached to said bottom sheet and defining therebetween a space adapted for placement of said product within said space;

15 an opening in said concave tray and a lid covering said opening; and

20 a flexible adhesive substrate attached to said lid and said concave tray for hinging said lid to said concave tray and printed indicia on said adhesive substrate.

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3. A dispensing container for premoistened towlettes comprising:

a bottom sheet;

5 a thermoformed concave tray attached to said bottom sheet and defining therebetween a space adapted for placement of said premoistened towlettes within said space;

10 an opening in concave tray and a lid covering said opening; a flexible adhesive substrate attached to said lid and said concave tray for hinging said lid to said tray; and printed indicia on said adhesive substrate.

15 4. The dispensing container of Claim 3, including an adhesive foil covering said opening and adhered to said concave tray, said foil being covered by said lid.

20 5. The dispensing container of Claim 3, wherein said concave tray is constructed of a thermoflexible polymeric material.

25 6. The dispensing container of Claim 3, wherein said lid is a thermoformed semirigid polymeric material.

7. The dispensing container of Claim 3, including a plurality of premoistened towlettes in said container.

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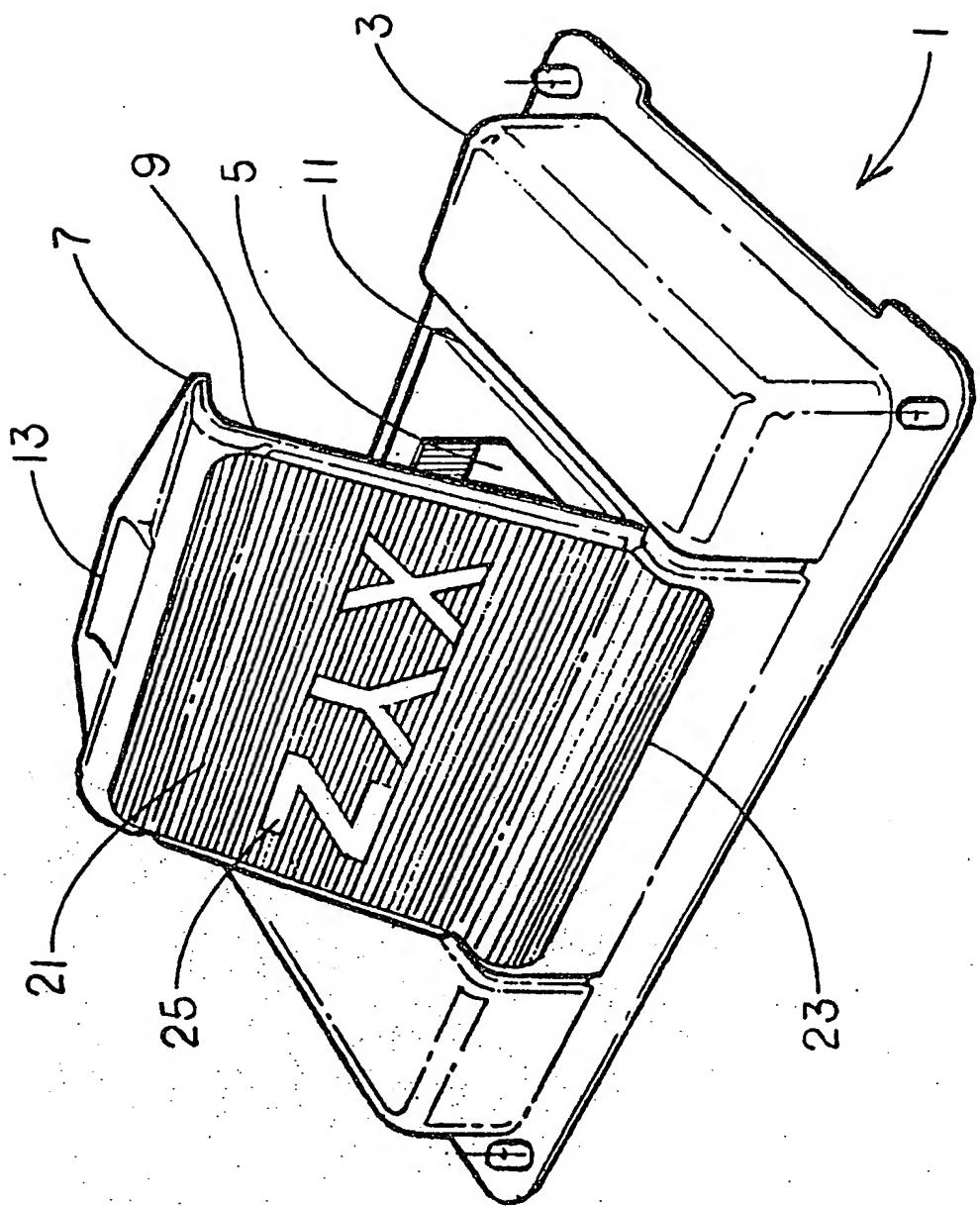
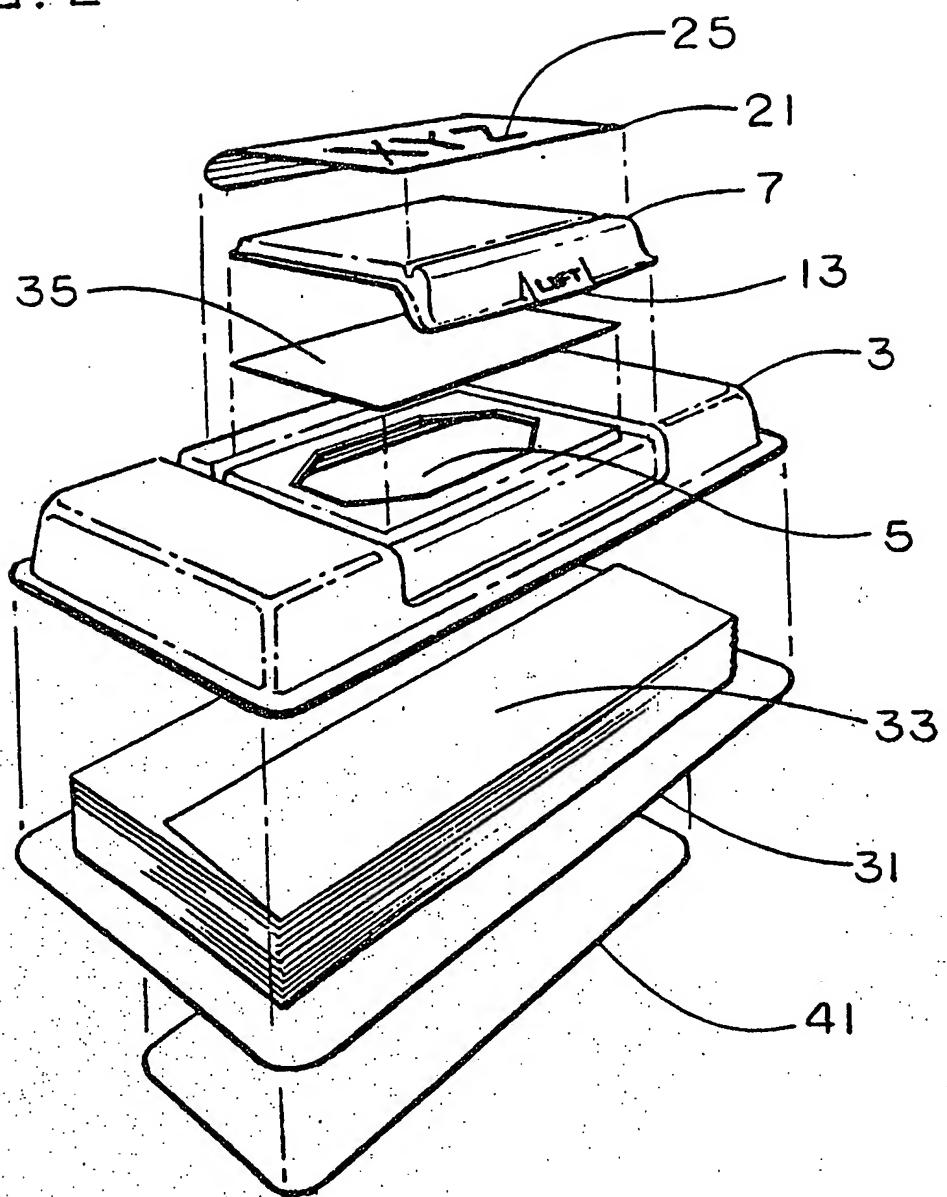


FIG. I

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FIG. 2



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